



DIGITAL

build for growth

PORTFOLIO

2026

Build for growth.



A2Z Digital is a creative content house for the social era. We cover your events, build your brand and produce every format of video — then use AI and data to make sure the right people see it. One team, from capture to conversion.

VIDEO & PHOTO COVERAGE

SOCIAL MEDIA BRANDING

AI-POWERED CONTENT



ABOUT THE AGENCY

A content house built for attention.

A2Z Digital is built on a simple belief: attention is earned, not bought. We cover events, build brands and produce video for the social era — and we back every creative decision with strategy, data and AI. One partner across the full journey, so nothing gets lost between the brief and the result.

CAPTURE

Events, photo & film

CREATE

Brands, campaigns & video

AMPLIFY

Social, influencers & PR



WHAT WE DO

Our services

01

Event coverage

Photography, videography and live social coverage for conferences, launches and activations.

02

Social media

Branding, grids, creatives, stories and always-on management for every platform.

03

Marketing & campaigns

360° big-idea campaigns plus SEO, SEM, programmatic and marketing automation.

04

Video production

Campaign films, AI video, animation, motion graphics, podcasts and reels.

05

Influencer marketing

Creator sourcing, negotiation and campaign management in trusted feeds.

06

Thought leadership

CEO profiling, personal branding, speeches and PR features that build authority.

07

Wikipedia services

Wikipedia page creation, sourcing and ongoing management for brands and leaders.

08

Digital development

Websites, e-commerce, mobile apps and chatbots — responsive and built to convert.

09

Creative & PR

Brand identity, packaging, publications, press releases and content development.

VIDEO PRODUCTION

Every format. One team.

From a 6-second reel to a full campaign film — if it moves, we make it.



Campaign films

Big-idea hero films for product and brand launches



AI-generated video

AI-assisted production, avatars and generative visuals



Animation & motion

2D/3D animation, motion graphics and explainers



Podcasts

Full podcast production — studio, edit and distribution



Event aftermovies

Cinematic recaps that keep the event alive online



Reels & shorts

Platform-native vertical video built for reach

WHY BRANDS HIRE US

Proof, not promises.

A few numbers from the case studies inside this profile.

3M



audience reach built for a single client

15K



leads generated in 90 days

5K+



event tickets sold in one week

30K



web pages migrated — zero rank lost

AED 15



lowest cost per lead achieved

4000%



record follower growth

OUR APPROACH

How we work

Strategy before craft. Craft before amplification. Numbers over opinions, at every step.

01

Listen

We deep-dive into your brand, audience and numbers before a single frame is shot.

02

Strategize

A creative platform and channel plan built to hit your business goal — not just a deadline.

03

Create

Photography, film, design and AI production — every asset on-brand and platform-native.

04

Amplify & measure

Campaigns, influencers and PR — monitored daily, optimized until the numbers move.



01

Brand guidelines



A brand guideline creates a unique identity through design, messaging and positioning — making a product stand out and connect with its audience.

COVERED IN THIS SECTION

Logo creation

Messaging & voice

Typography & colour

Logo placement & usage

Imagery direction

Marketing collaterals

EIWAN Brand Guidelines®

Table of Content

Indulge in a world of Elegance, Flavor, and Unforgettable Dining.

- Introduction
- Purpose of the Guideline
- Logo
- Colour Palette
- Colour Theory
- Typography
- Fontsize
- Imagery Direction
- Applications
- Social Media Kit

Brand Introduction

The "Eiwan" (ایوان in Persian) is a defining element of traditional Persian architecture: a grand, vaulted space enclosed on three sides and open on one typically leading into a courtyard. More than just a structure, it represents the heart, reflects architectural elegance and cultural meaning, serving as a transitional space for gathering, resting, and hosting.

Found in historic houses, palaces, and mosques, this open-sided hall has long acted as a serene threshold between private and public life where guests are received, conversations unfold, and daily life is embraced in an atmosphere of beauty and openness.

The name "Eiwan" embodies the spirit of our restaurant: a space where culinary art meets cultural heritage. Like the halls of old, our restaurant invites to gather, relax, and enjoy. Here, the timeless beauty of Iran is served with warmth and elegance in a setting that bridges tradition and contemporary refinement. Eiwan is not just a name - it is an experience, an invitation, and a tribute to the soul of Persian living.

Eiwan - premium Persian restaurant brings the soul of Persian culture and cuisine into a refined, contemporary setting. From authentic traditional dishes and slow-cooked meats to handcrafted desserts inspired by Persian art and architecture, every detail reflects a deep respect for tradition with a modern twist. Warm hospitality, genuine ambience, and rich flavors come together to offer a dining experience that is elegant, premium, and authentic.

As Eiwan cuisine gains global recognition for its depth and sophistication, we bring its most beloved dishes to life in a premium setting.

Mission

Eiwan celebrates the art of Persian dining through premium, fresh dishes crafted from the finest ingredients. In spaces where tradition meets modern flair, we create lasting memories that reflect the generosity of Persian hospitality.

Brand Promise

"Eiwan promises an authentic Persian dining experience where every dish is crafted with care, every guest is welcomed with warmth, and every moment becomes a lasting memory."

Value:

Sharing Persian Flavors with the World.

Vision

To be the world's leading ambassador of Persian dining, sharing the warmth of hospitality, the richness of culinary traditions, and the elegance of Persian culture with the world.

The Purpose of the Guideline

Our purpose is to create extraordinary dining experiences that celebrate culinary artistry, refined hospitality, and timeless elegance. We aim to be more than a restaurant - a destination where every guest feels indulged, inspired, and connected through the joy of exceptional food and ambience.

**** This guideline defines the visual identity of our brand, showcasing the core use of Logo, Colour Palette, Typography, Textures, and Graphic Elements. It serves as a critical framework to ensure consistency, elegance, and a cohesive brand presence across all applications.

Brand Colour Palette

We present the brand color palette, thoughtfully curated to convey elegance and a sense of luxury.

Primary Colors:



Secondary Colors:



Grayscale:



Monochromatic Colors:



The Brand Colour Theory



Green Color: Freshness & Vitality
 Role: The vibrant green color evokes a sense of freshness, vitality, and growth. It represents the lush gardens and fresh ingredients used in our cuisine.
 Symbolism: Freshness, vitality, and growth.
 Applications: Logo, typography, signage, and packaging.
 Mood: Refreshing and invigorating.

Red Color: Passion & Flavor
 Role: A sophisticated red color evokes a sense of passion, flavor, and elegance. It represents the rich flavors and textures of our dishes.
 Symbolism: Passion, flavor, and elegance.
 Applications: Logo, typography, signage, and packaging.
 Mood: Warm and inviting.

Warm Gold Color: Elegance & Refinement
 Role: The warm gold color evokes a sense of elegance, refinement, and luxury. It represents the timeless beauty of Persian architecture and the high-quality ingredients used in our cuisine.
 Symbolism: Elegance, refinement, and luxury.
 Applications: Logo, typography, signage, and packaging.
 Mood: Sophisticated and refined.

Brand Typography

We present the brand color palette, thoughtfully curated to convey elegance and a sense of luxury.



For English typography, we will use the font family: **Myriad Bold** (serif) and **Myriad** (sans-serif).
 For Persian typography, we will use the font family: **Tajawal Bold** (serif) and **Tajawal** (sans-serif).
 For English typography, we will use the font family: **Helvetica Neue** (sans-serif).
 For Persian typography, we will use the font family: **Shikhan** (sans-serif).

Brand Texture

Brand textures add depth and sophistication, enhancing a luxurious and cohesive visual identity.



Dark Green texture will be used for the background of the brand's logo and typography.
 Red texture will be used for the background of the brand's logo and typography.
 Gold texture will be used for the background of the brand's logo and typography.
 Dark Blue texture will be used for the background of the brand's logo and typography.

Brand Imagery Direction

Imagery should evoke sophistication and warmth, capturing authentic moments with refined composition and natural lighting.



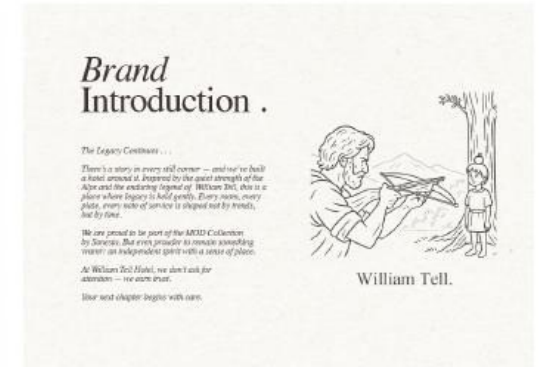
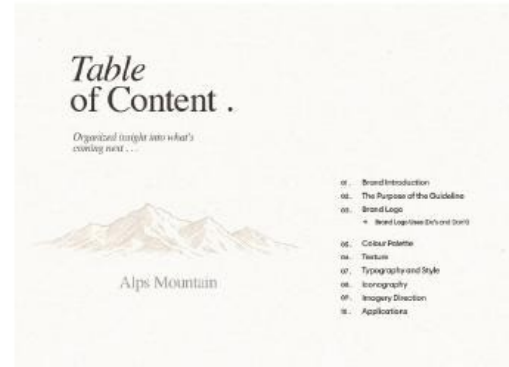
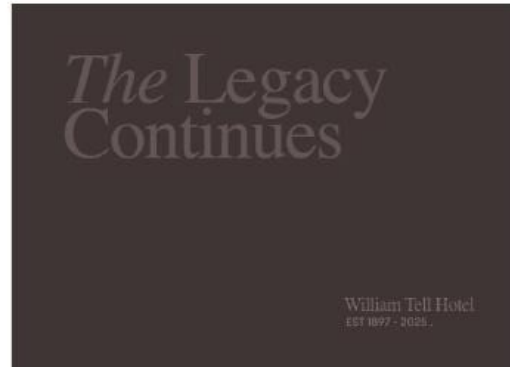
Image intensity will be dark and natural.

Brand Applications

Brand application ensures consistent use of visual elements across all platforms, from print to digital.
 It reinforces recognition, trust, and a cohesive brand experience.

Business Card







• Room Number Plaques



• Room Number Plaques



• Guest-only Access Signs



• Keycard Sleeves and Keycards



• In-Room Compendium



• Branded Notepad



• Photoframe



• Napkins (Tissue Paper)



• Napkins (Tissue Paper)



• Bathroom Towel



• Brand Business Card



• Notepad



• Notepad with Pen



• Plate



• Coffee Cup Sleeves



• Letterhead



• Cutlery



• Restaurant Menu



• DO NOT Disturb Card



• Stamp



• Bathroom Robe



• Bathroom Slipper



• Brand Business Card



• Welcome Booklet

02

Campaign key visuals



Campaign key visuals are the core design elements that define a campaign's look — ensuring consistency and strong brand messaging across every touchpoint.

COVERED IN THIS SECTION

Visual representation

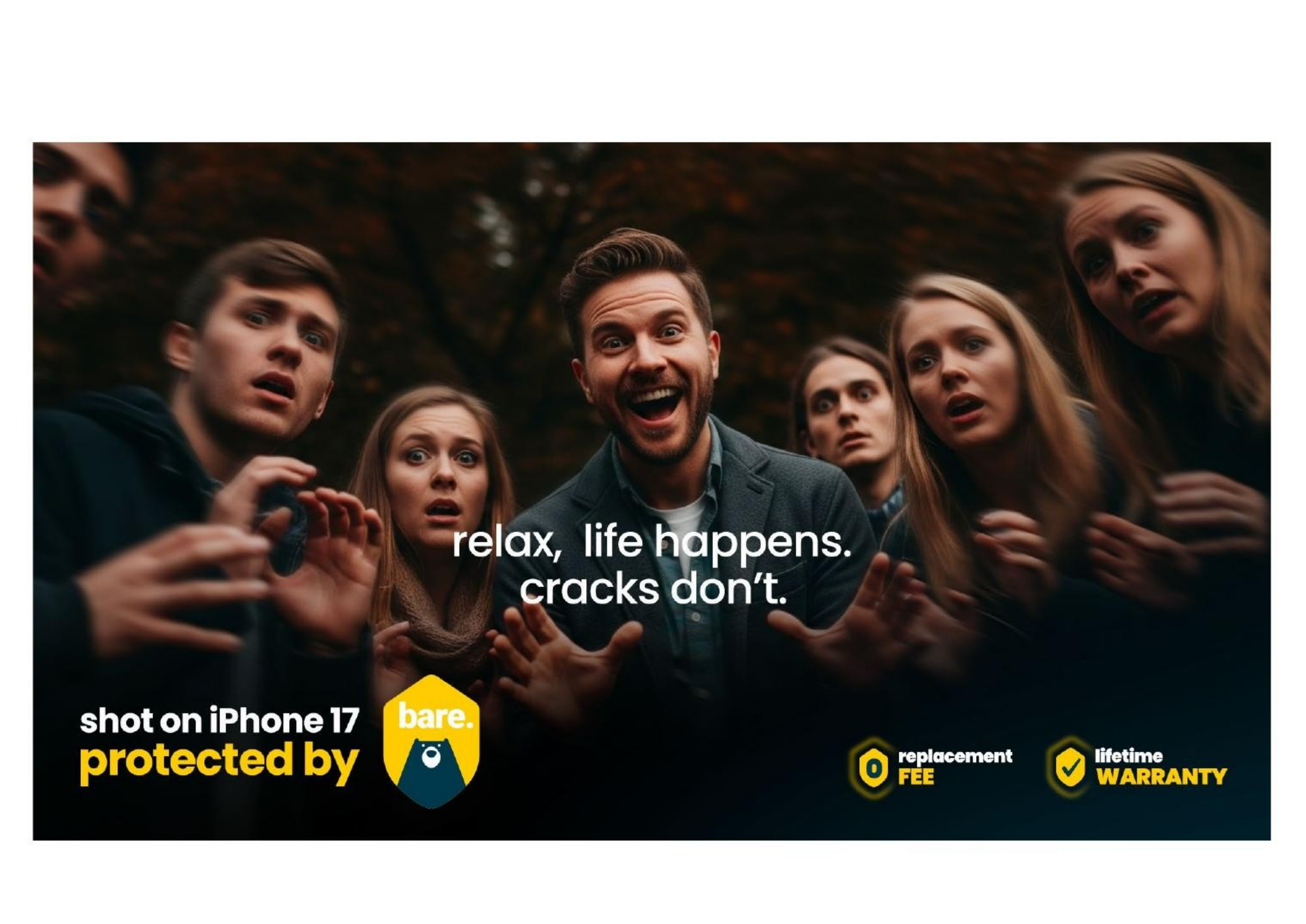
Brand key elements

built for 17
built for the
fearless.



built for 17
built for the
fearless.





relax, life happens.
cracks don't.

shot on iPhone 17
protected by





**protect
the new.**

**flex the
new.**



CHING'S
DESI CHINESE
"THE OG Crossover" THIRD CULTURE

FROM KOCHI TO KARAMA VIA KUNMING

WWW.CHINGSSECRET.COM

Instagram icon

The advertisement features a man with a mustache, wearing a traditional conical hat and a green apron over a blue t-shirt. He is standing behind a wooden counter with various Ching's products, including bottles of Schezwan Chutney, Dark Soy Sauce, and Matchow Soup, as well as a bowl of food. The background is dark with red and yellow accents.

NO PASSPORT NEEDED FOR DESI CHINESE!

BRING INDIA'S FAVORITE CHINESE HOME WITH CHING'S SECRET!

CHOWMEIN CORNER

WWW.CHINGSSECRET.COM

The advertisement features a large, appetizing burrito filled with fried chicken, vegetables, and sauce, served on a wooden counter. Behind the burrito is a passport with a blue cover and a white page, both featuring the Ching's logo and text. The background is red with white and yellow accents.

Aster HOSPITAL
We'll Treat You Well

SMILES WITHOUT TEETH ARE JUST LIP EXERCISES!

SHOW THE WORLD YOUR REAL SMILE!



Smyl AI Please!

Introducing Smyl AI

Your Personal AI Dental Health Assistant that checks your oral health in just 2 minutes straight from your phone. No awkwardness, no waiting rooms, no pressure. Just pure diagnostic intelligence at your fingertips.

Your next dental checkup is already in your hands.
Scan the QR code to start right now!



Aster HOSPITAL
We'll Treat You Well

START YOUR VACATION PLAN AT ASTER PHARMACY

SAVE BIG WHILE THE SUN SHINES



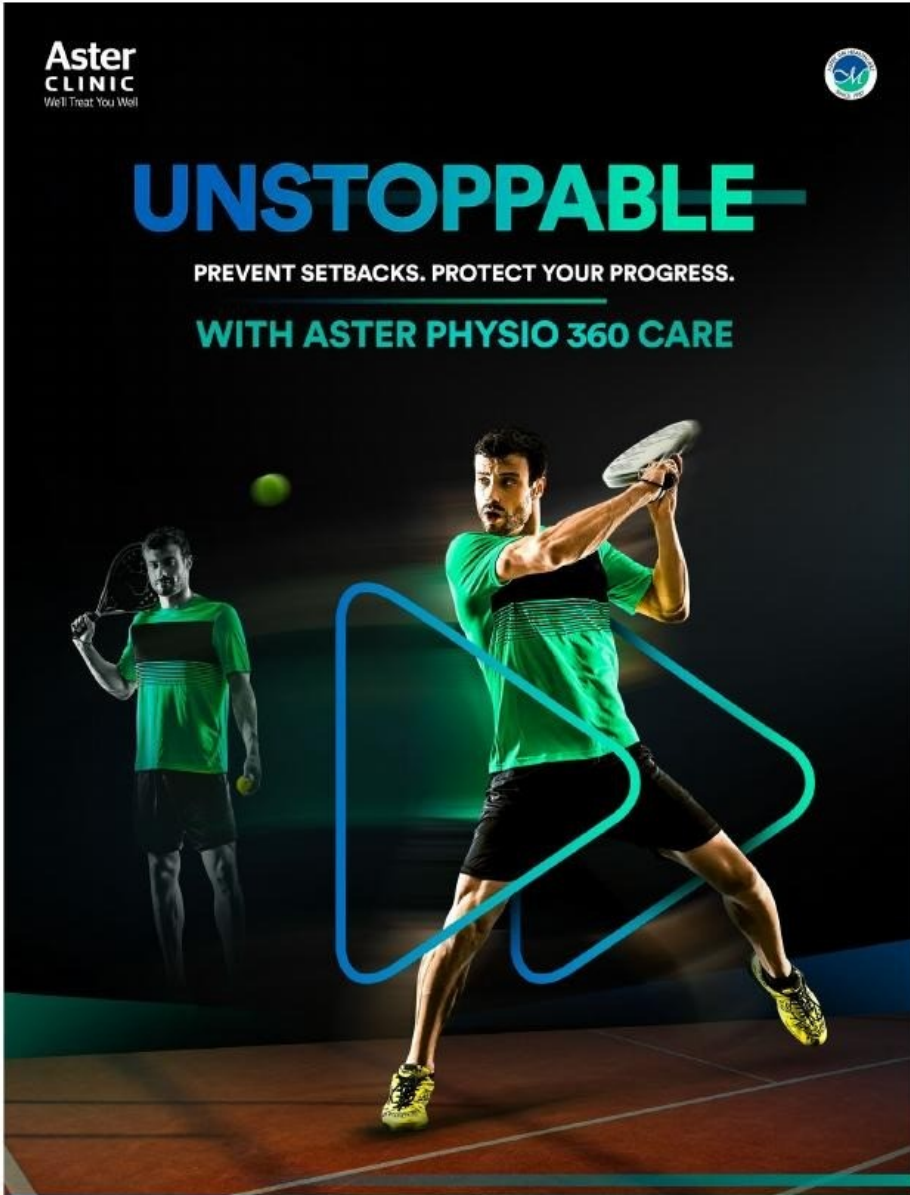
Enjoy complimentary benefits with every purchase.





Aster CLINIC
We'll Treat You Well

UNSTOPPABLE
PREVENT SETBACKS. PROTECT YOUR PROGRESS.
WITH ASTER PHYSIO 360 CARE



6 Hospitals 80+ Clinics 50+ Orthopaedic Doctors 20+ Physiotherapists 100+ Successful Hip & Knee Replacements

For appointments: ☎ 044 400 500 or download 

Aster CLINIC
We'll Treat You Well

MOVE FORWARD
KEEP YOUR EDGE. PUSH AHEAD.



WITH ASTER PHYSIO 360 CARE

6 Hospitals 80+ Clinics 50+ Orthopaedic Doctors 20+ Physiotherapists 100+ Successful Hip & Knee Replacements

For appointments: ☎ 044 400 500 or download 

Aster CLINIC
We'll Treat You Well

BUILT TO LAST

Preventive
Physiotherapy for
LIFELONG
**STRENGTH AND
MOBILITY.**

**ASTER
PHYSIO
360**

6 Hospitals 80+ Clinics 50+ Orthopaedic Doctors 20+ Physiotherapists 100+ Successful Hip & Knee Replacements

For appointments: ☎ 044 400 500 or download 

Aster CLINIC
We'll Treat You Well

BUILT TO LAST

Preventive
Physiotherapy for
LIFELONG
**STRENGTH AND
MOBILITY.**

**ASTER
PHYSIO
360**

6 Hospitals 80+ Clinics 50+ Orthopaedic Doctors 20+ Physiotherapists 100+ Successful Hip & Knee Replacements

For appointments: ☎ 044 400 500 or download 

مزارع العين
Al Ain Farms

FRESH ^{IN} QUALITY.

• QUALITY •
GREAT IN TASTE!

TRY OUR FULL RANGE!

100% VEGETARIAN FED
FARM TO TABLE WITHIN 12 HRS

مزارع العين
Al Ain Farms

FRESH ^{IN} QUALITY.

• QUALITY •
GREAT IN TASTE!

FARM TO TABLE WITHIN 12 HOURS • 100% VEGETARIAN FED CHICKEN

TRY OUR FULL RANGE!

100% VEGETARIAN FED
FARM TO TABLE WITHIN 12 HRS

مزارع العين
Al Ain Farms

FRESH IN. QUALITY.

GREAT IN TASTE!

TRY OUR FULL RANGE!

100%
VEGETARIAN FED

FARM TO TABLE
WITHIN 12 HRS

مزارع العين
Al Ain Farms

FRESH IN. QUALITY.

GREAT IN TASTE!

FROM FARM TO KITCHEN.
TRY OUR FULL RANGE!

دجاج طازج
Fresh Chicken

مزارع العين
Al Ain Farms

1000g
مقود

100%
VEGETARIAN FED

FARM TO TABLE
WITHIN 12 HRS

MADE IN
UAE

FRESH^{IN}.
QUALITY.
GREAT IN TASTE!

TRY
OUR FULL
RANGE!



FRESH^{IN}.
QUALITY.
GREAT IN TASTE!

TRY
OUR FULL
RANGE!





SUMMER GETS BOLD WITH GOLD!

GET GOLD VOUCHERS WITH
YOUR SUZUKI PURCHASE*



TERMS & CONDITIONS APPLY

- + GOLD VOUCHERS ARE ALLOCATED TO SPECIFIC MODELS AND TRIMS AND SUBJECT TO STOCK AVAILABILITY.
- + GOLD VOUCHERS WILL BE GIVEN BASED ON THE COMPANY'S POLICY AND LOCATION.
- + THE VALUE OF GOLD VOUCHERS IS SUBJECT TO COMPANIES SOLE DECISION.

A GOLDEN GESTURE, FOR A GOLDEN SEASON.

LIMITED-TIME OFFER | VISIT THE NEAREST SUZUKI SHOWROOM TODAY!





CHOOSE WHAT DRIVES YOUR HAPPINESS!

DISCOUNTS, GOLD BARS, AND MORE.

**CUSTOMIZED
FOR YOU!**

%
DISCOUNTS



TERMS & CONDITIONS APPLY

- GOLD VOUCHERS ARE ALLOCATED TO SPECIFIC MODELS AND TRIMS AND SUBJECT TO STOCK AVAILABILITY.
- GOLD VOUCHERS WILL BE GIVEN BASED ON THE COMPANY'S POLICY AND LOCATION.
- THE VALUE OF GOLD VOUCHERS IS SUBJECT TO COMPANY'S SOLE DECISION.

THIS SUMMER, SUZUKI LETS YOU CRAFT YOUR PERFECT OFFER. PICK FROM ATTRACTIVE DISCOUNTS, GUARANTEED GOLD COINS, OR EXCITING ADD-ONS WHEN YOU DRIVE HOME YOUR NEW SUZUKI.



UNLIMITED YEARS
100,000 KM
WARRANTY

7 سنوات ضمان
غير متصلة للسيارات

شهادة
القيمة المضافة
INCLUSIVE
-VAT-



CHOOSE YOUR CAR — CHOOSE YOUR REWARDS!

PERSONALIZED BENEFITS FOR YOUR SUZUKI PURCHASE

DISCOUNTS



TERMS & CONDITIONS APPLY

- * GOLD VOUCHERS ARE ALLOCATED TO SPECIFIC MODELS AND TRIMS AND SUBJECT TO STOCK AVAILABILITY.
- * GOLD VOUCHERS WILL BE GIVEN BASED ON THE COMPANY'S POLICY AND LOCATION.
- * THE VALUE OF GOLD VOUCHERS IS SUBJECT TO COMPANIES SOLE DECISION.

THIS SUMMER, FIND YOUR IDEAL MATCH WITH SUZUKI. SELECT FROM AMAZING DISCOUNTS, GUARANTEED GOLD BARS, OR EXCLUSIVE BONUSES, TAILORED TO SUIT YOUR PREFERENCES.



UNLIMITED YEARS
WARRANTY
سنوات ضمان
غير محدود الفسوفونات



03

Social media creatives



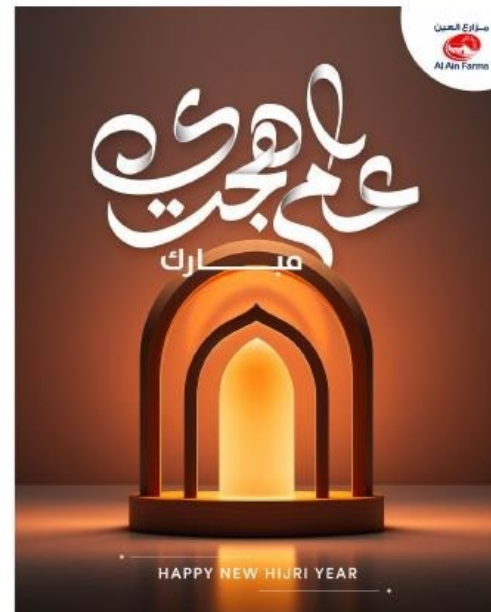
Eye-catching designs made for online platforms to boost engagement and promote brand messages — posts, ads and stories tailored to each platform's style.

COVERED IN THIS SECTION

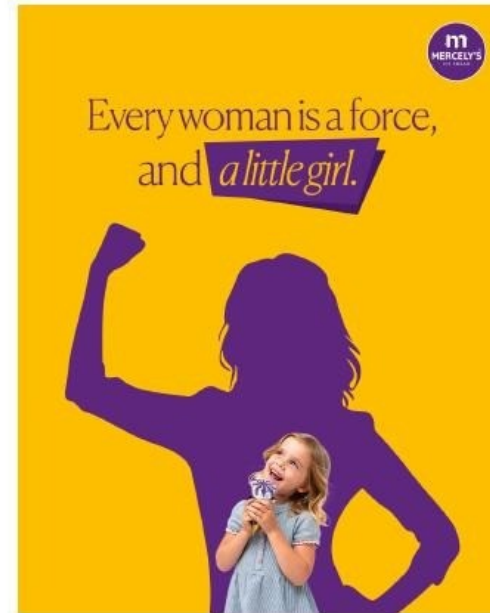
Grid layout systems

Posts, ads & stories













04

Outdoor advertising



Billboards, transit ads and street displays that capture attention in high-traffic areas — boosting brand visibility where it matters most.

COVERED IN THIS SECTION

Print artwork

Billboards & hoardings

Product stands

 Vegan Friendly

 Cruelty Free

 Dermatologically Tested

 Made in Korea



Vitamin C



Fruit Seed Oil



Panthenol



**Brighter Skin
in 4 WEEKS,
Low Temperature
Extraction.**



**DERIVED
FROM FRUIT**







JVC • WASL • JVT • RAK

بـانـثـيـون

PANTHEON

الـعـقـاري
DEVELOPMENT

بـانـثـيـون
(800) PANTHEON

The billboard is set against a clear blue sky with a city skyline in the background. The main graphic is a large red location pin. Inside the pin, there is a scene of a modern police building, palm trees, and a person on a motorcycle. The background of the billboard is green with a subtle pattern of clouds and birds. The text is in Arabic, announcing the opening of a new police center. The Dubai Police logo is in the top right corner. Social media icons and the website address are in the bottom left corner.

افتتاح مركز
شرطة دبي
الجديد كلياً

2015
24 يوليو

شرطة دبي
DUBAI POLICE

@dubai policehq

dubai police.gov.ae

مرکز شرطة حتا الجديد

إطالة متجددة تُحاكي
تراثنا العريق

شرطة دبي
DUBAI POLICE

SPS

@dubai policehq

dubai police . gov . ae

شرطة دبي
DUBAI POLICE

دوريات غياث
DUBAI POLICE

من شرطة دبي
GHIATH Patrols

استجابة سريعة للإبلاغ الطارئة
QUICK EMERGENCIES RESPONDER



مساعدة باجند
أجهزة التتبع والتتبع
الالكتروني
Advanced tracking and monitoring devices

تقديم المساعدة
إطلاق الدرع
Drive Guard
Safe

مراقبة وتكامل
البيانات عبر
الشاشات الذكية
Smart screens for data analysis

تتبع وحفظ
البيانات عبر كاميرات
360 درجة
360-degree cameras
For area monitoring

استجابة سريعة
لأول بلاغات الطوارئ
Emergency first
responder

سهولة الوصول
للإبلاغ في
البيئات الوبائية
Handy emergency is
challenging environment

@dubai.policehq

dubai.police.gov.ae

05

Online banners



Digital ads that boost brand visibility and engagement across media, websites and mobile applications.

COVERED IN THIS SECTION

Media & web banners

Mobile app placements

COMPACT POWER, EFFORTLESS CARRY.

- DIMENSIONS: 4.2 x 2.7 x 0.7 IN
- WEIGHT: 221G
- BUILT TO BE ULTRA-PORTABLE WITHOUT COMPROMISING PERFORMANCE



ENGINEERED FOR EVERYDAY POWER

Meet the MagFit Power Bank from fitit - where innovation meets simplicity. Designed for modern lifestyle, it delivers high-capacity charging, ultimate portability, and seamless MagSafe compatibility. Whether you're on a business trip, working remotely, or relaxing at home, power is always within reach.



SMART, SAFE AND LONG-LASTING

- BUILT-IN DIGITAL DISPLAY
- ADVANCED CHIPSET FOR OVERHEAT/OVERCHARGE PROTECTION
- BACKED BY 24-MONTH WARRANTY



POWER UP, WHEREVER LIFE TAKES YOU

STAY POWERED ANYWHERE WITH THE FITIT 10000MAH MAGSAFE POWER BANK. SNAP, CHARGE, AND GO.



PRECISION MEETS PRODUCTIVITY

DESIGNED FOR CREATORS, STUDENTS, AND PROFESSIONALS. THE FITIT UNIVERSAL PENCIL MAKES DIGITAL WORK EFFORTLESS WITH SMOOTH GLIDE, ACCURATE CONTROL, AND INSTANT RESPONSIVENESS.



PALM REJECTION

- ✓ NO ACCIDENTAL MARKS. JUST NATURAL DRAWING.



BUILT TO PERFORM. BACKED TO LAST.

COMPATIBLE: IPAD + MOST TABLETS/PHONES

BATTERY: 8 HRS USE, 30-DAY STANDBY

CHARGE: WIRELESS + USB-C

EXTRAS: 2 CARBON FIBER NIBS



WARRANTY: 24 MONTHS

ALWAYS HANDY

SNAPS ON MAGNETICALLY. ALWAYS READY.



06

Corporate presentations



Professional visual documents that showcase a company's profile, services and strategies — communicating key messages to clients, investors and stakeholders.

COVERED IN THIS SECTION

PowerPoint design

Proposal decks



07

Case studies



Real briefs, real budgets, real numbers. Here's what happened when brands handed us the brief.

COVERED IN THIS SECTION

Campaigns & social

Digital & web

Photography

Branding & platforms

CASE STUDY

Maaref branding & digital platform

UAE GOVERNMENT · BRANDING & PLATFORM

The challenge

Launch a national SharePoint platform in just two months, with a confirmed ministerial launch date already set.

The objective

Build the UAE's first directory of accredited training providers, supporting the federal human-resources strategy and UAE Vision 2021.

Our strategy

Brand guideline and identity first, then phased platform development to hit the immovable deadline.

2

months from brief to national launch

1st

UAE federal training providers directory

CASE STUDY

Finance House digital annual report

FINANCE HOUSE GROUP · DIGITAL TRANSFORMATION

The challenge

Printed annual reports were costly, slow to revise, and impossible to correct once printed.

The objective

Lead the group's digital transformation with an interactive report that delivers data in an engaging, informative way.

Our strategy

A dedicated micro-site linked to the group's website — fully editable at any time, with readership tracked across all devices.

70%

print cost cut in year one

90%

print cost cut in year two

100%

editable after publishing

CASE STUDY

Al Sayegh website revamp

AL SAYEGH MEDIA · WEB DESIGN & DEVELOPMENT

The challenge

Revamp the agency's site to be more creative and generate more leads — without losing hard-won SEO rank.

The objective

Launch the new website with rankings and lead flow fully intact.

Our strategy

Full redirect mapping from every old URL to its new counterpart, so rankings held — then improved. First-page keywords within one week.

120%

more leads through SEO

40%

more organic traffic

32K

monthly page views

18K

monthly unique visitors

CASE STUDY

Expression Training Center website

EXPRESSION · WEBSITE REVAMP

The challenge

A hard-to-update site generating only 50 leads a month, with a high bounce rate and no mobile experience.

The objective

A user-friendly, responsive site that's easy to maintain daily and integrated with CRM — without losing SEO rank.

Our strategy

A complete WordPress rebuild with fully editable content; existing rankings preserved throughout.

60%+

increase in organic traffic

250%

more organic leads

900%

newsletter database growth

57%

more time spent on site

43%

more visitors via social

15%

reduction in bounce rate

CASE STUDY

Expression performance campaigns

EXPRESSION · LEAD GENERATION

The challenge

Only 100 leads a month across Google Ads, SEO and social — with no budget headroom.

The objective

More leads and sales from the same online channels, within the same spend.

Our strategy

Research surfaced demand for IELTS, Arabic and Russian classes; we added the products, sharpened offers with a 30% course discount, and rebuilt the funnel.

450

leads per month on average

5.8%

average conversion rate

2000%

Facebook follower growth

3000%

Instagram follower growth

200%

more visitors via social

900%

newsletter database growth

CASE STUDY

Al Ain Oasis Holidays rebrand

AL AIN OASIS HOLIDAYS · REBRAND, WEB & CONTENT

The challenge

An outdated logo unfit for the company's digital transformation — and unable to win corporate clients.

The objective

Full rebrand across every touchpoint — guideline, social, newsletter, collaterals, animation — plus a prestige website revamp.

Our strategy

Research-led identity built for both retail and corporate audiences, rolled out across web, social, video and print.

128%

increase in organic traffic

3.7K%

more leads via the website

374%

email subscriber growth

89%

reduction in bounce rate

82%

more time spent on site

45%

more visitors via social

CASE STUDY

Abu Dhabi University social media

ABU DHABI UNIVERSITY · SOCIAL MEDIA

The challenge

Build ADU's social pages from scratch — and rival the region's top universities for attention.

The objective

Position ADU as the university of choice with a vibrant online student community.

Our strategy

Competitions, campus updates and a genuine student voice made ADU's pages the go-to hub for socialising online.

#1

UAE university on Facebook

3M

total audience reach

60%

share of UAE university
engagement

20K

users reached weekly on
Twitter

CASE STUDY

Finance House Group web revamp

FINANCE HOUSE GROUP · SIX WEBSITES

The challenge

Six hard-to-update websites, low lead flow, high bounce, weak security — and 30,000 pages that had to migrate without losing rank.

The objective

Rebuild the entire group's web presence: responsive, secured, and editable daily.

Our strategy

New WordPress builds with a complete migration plan — every page moved, every ranking kept.

6

websites fully revamped

30K

pages migrated, zero rank lost

2.4K%

more leads via the websites

800%

email subscriber growth

42%

increase in organic traffic

76%

more time spent on site

CASE STUDY

Renaissance School launch

RENAISSANCE SCHOOL · LAUNCH CAMPAIGN

The challenge

A brand-new school, high fees, and one month before term starts — after most parents had already registered elsewhere.

The objective

Build awareness at Dubai Sports City and drive new student registrations fast.

Our strategy

A 50% first-child discount with a dedicated landing page, launch video, and Google and social campaigns built for speed.

500

leads generated in three weeks

4.1%

conversion rate during campaign

251%

Instagram follower growth

134%

Facebook follower growth

300%

newsletter database growth

200%

more visitors via social

CASE STUDY

New Horizons lead generation

NEW HORIZONS · IT TRAINING

The challenge

Achieve Google positioning within one month — short timeframe, strong competitors, limited budget.

The objective

Generate qualified leads and cement New Horizons as the premier IT training provider in the region.

Our strategy

Research-driven targeting that cut wasted spend and put every dirham where conversions actually happen.

250

leads per month on average

370%

decrease in cost per conversion

4000%

Facebook follower growth

3.6%

average conversion rate

50%

newsletter database growth

40%

increase in organic traffic

CASE STUDY

Beat Diabetes ticket campaign

LANDMARK GROUP · EVENT CAMPAIGN

The challenge

Sell 5,000 tickets in one week — days after Dubai Run 30x30 absorbed the city's attention.

The objective

Hit the full online sales target before race day, within budget.

Our strategy

Multiple Facebook and Instagram campaigns with strong calls to action, targeting similar events plus CSR and sports audiences.

5K+

online tickets sold in one week

43%

of the budget consumed

300%

newsletter database growth

276%

more visitors via social

37%

Facebook follower growth

19%

Instagram follower growth

CASE STUDY

MySeva product launch

FINANCE HOUSE GROUP · PRODUCT LAUNCH

The challenge

Launch a sensitive credit card tied to Abu Dhabi's new Mandir temple — without leaning on the parent brand.

The objective

Maximum sign-ups from precisely the right audience, on and offline.

Our strategy

On-ground temple launch with a raffle, a dedicated product site, influencer outreach, OSN airtime during cricket, featured articles and targeted SMS.

15K

leads in the first three months

30K

contacts collected

3.9%

conversion rate

5K

Facebook followers gained

CASE STUDIES

Performance marketing highlights

Servcorp

13K leads generated
900K website page views

Emart

5K leads generated
100K website page views

Blue Sky Arabia

1,000 clients from one campaign
100K page views during campaign

Al Khawarizmi College

250 leads in one month
AED 15 cost per lead

Al Mariah Transport

4K corporate leads
70K website page views

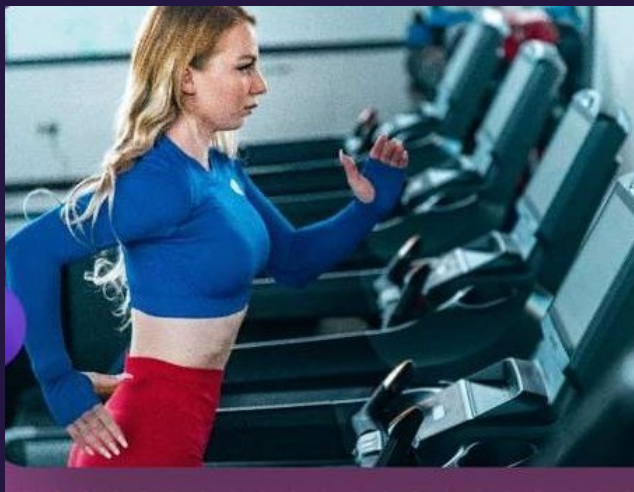
Al Sayegh Media · SEM

48% more leads through SEM
Within the same budget

CASE STUDY · PHOTOGRAPHY

Fitness photography & model hiring

BOOM Gym and Peak Fitness — full studio shoots with model sourcing, art direction and retouching.



CASE STUDY · PHOTOGRAPHY

Food & beverage photography

HotBox and Brooklyn — menu and product photography built to make people order.



CASE STUDY · PHOTOGRAPHY

Lounge & restaurant photography

Full menu shoot — cocktails, shakes and mains, styled with signature smoke for menu, social and web.



CASE STUDY · PHOTOGRAPHY

Fine dining photography

Signature dishes in natural daylight — oysters, sushi and mains, shot for menu, delivery and social.



CASE STUDY · PHOTOGRAPHY

Hospitality photography — Home Bakery

Full location coverage for F&B — storefront, interiors and atmosphere, shot for social and web.



CASE STUDY · PHOTOGRAPHY

Home Bakery — content built for the feed

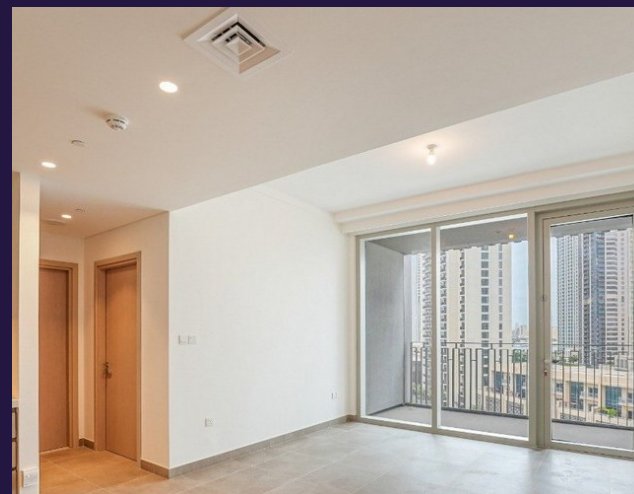
People, product and lifestyle shots — photographed to live on social, not just the wall.



CASE STUDY · PHOTOGRAPHY

Real estate photography

Residential listings across Dubai — interiors, kitchens, bathrooms and the views that sell the space.



CASE STUDY · PHOTOGRAPHY

Jewelry photography

Product styling, macro detail and art direction — shot for e-commerce, social and campaign use.



CASE STUDY · PHOTOGRAPHY

Product photography — Tamer Art

Luxury gifting photography — styled, lit and retouched for brand and social.



AI films — press play

Six AI-produced films. Every card is clickable — tap to watch on YouTube.



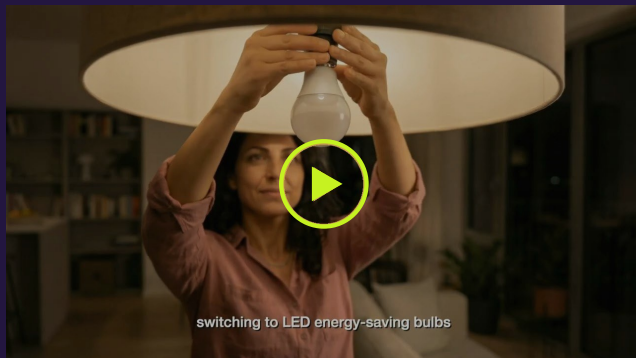
[WATCH FILM 01](#)



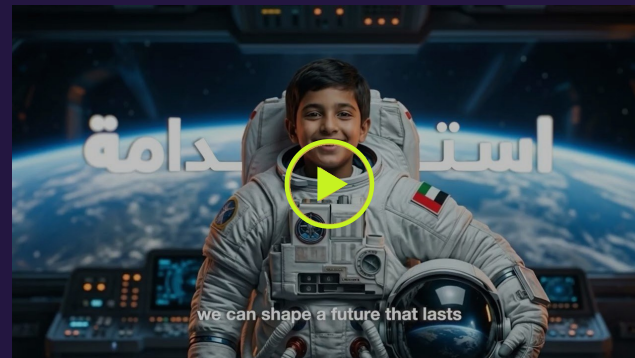
[WATCH FILM 02](#)



[WATCH FILM 03](#)



[WATCH FILM 04](#)



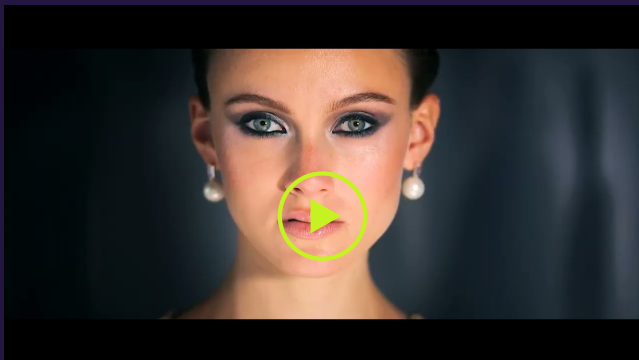
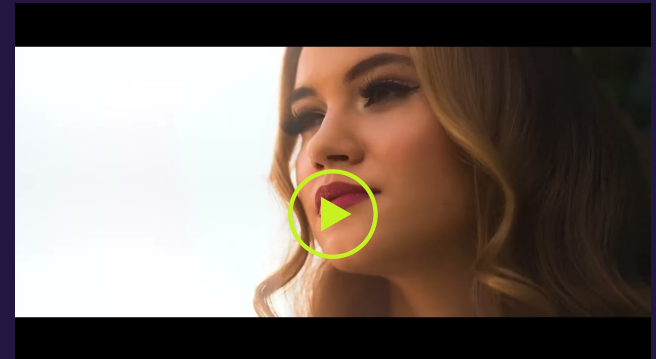
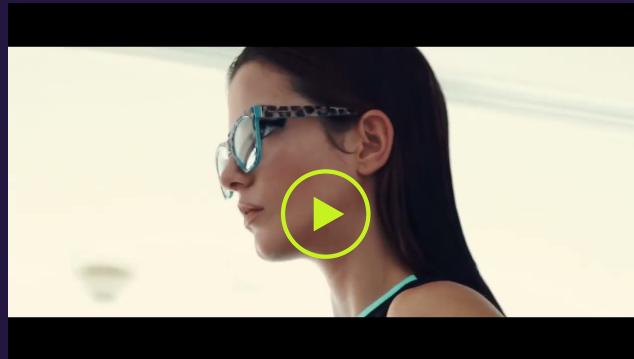
[WATCH FILM 05](#)



[WATCH FILM 06](#)

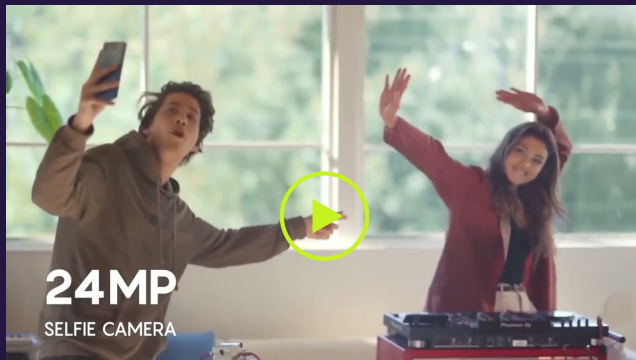
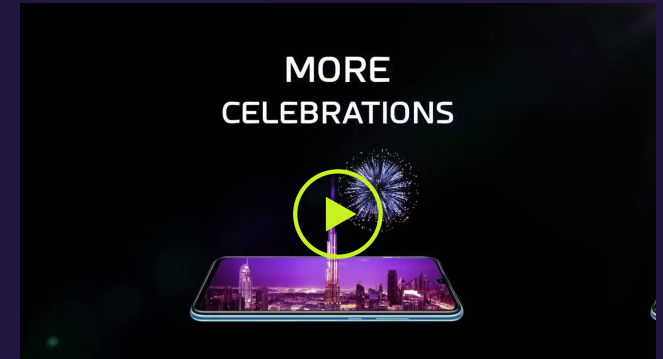
Advertisements — press play

Ten commercial films. Every card is clickable — tap to watch on YouTube.



Advertisements — continued

Four more spots from the same reel — tap any card to watch.



CASE STUDY · REAL ESTATE

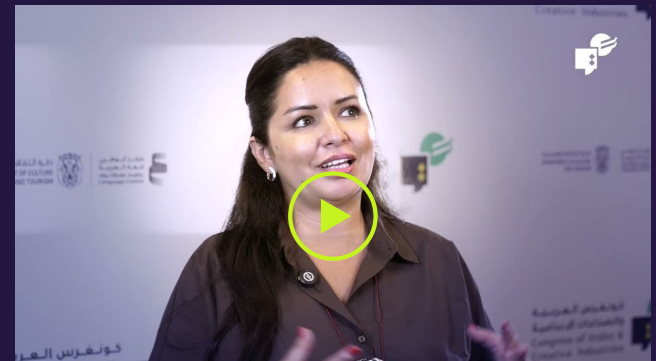
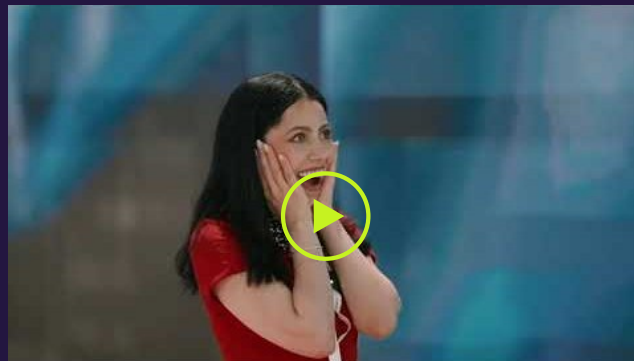
Real estate films — press play

Property films shot to sell the space. Every card is clickable — tap to watch on YouTube.



Event coverage — press play

Nineteen event films and aftermovies. Every card is clickable — tap to watch on YouTube.



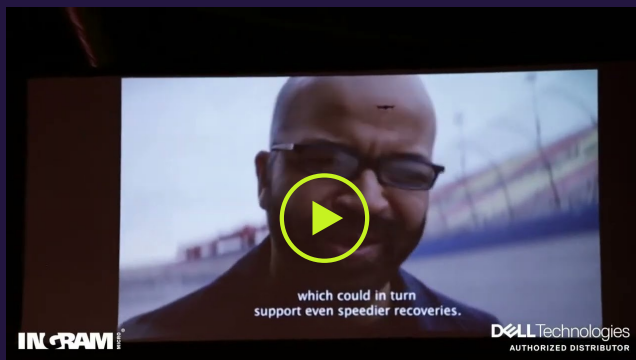
Event coverage — continued

Conferences, launches and activations — tap any card to watch.



Event coverage — continued

More live moments, captured and cut for the feed.



Event coverage — continued

The final three from the events reel — tap any card to watch.



Concert coverage — press play

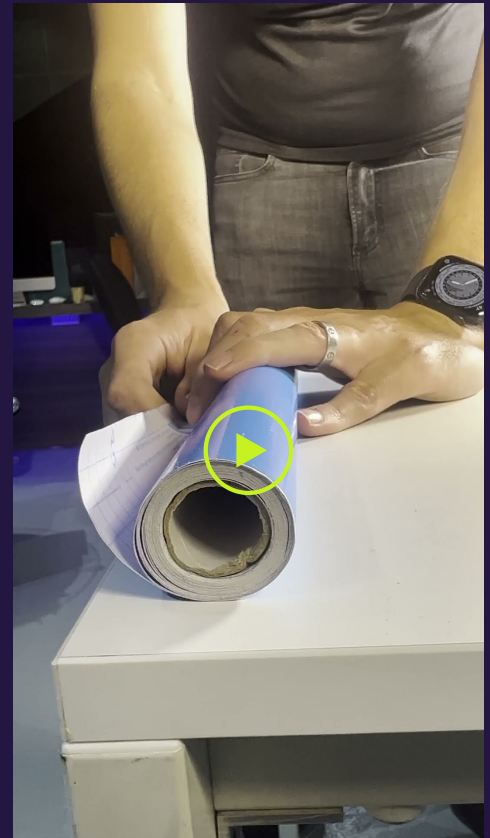
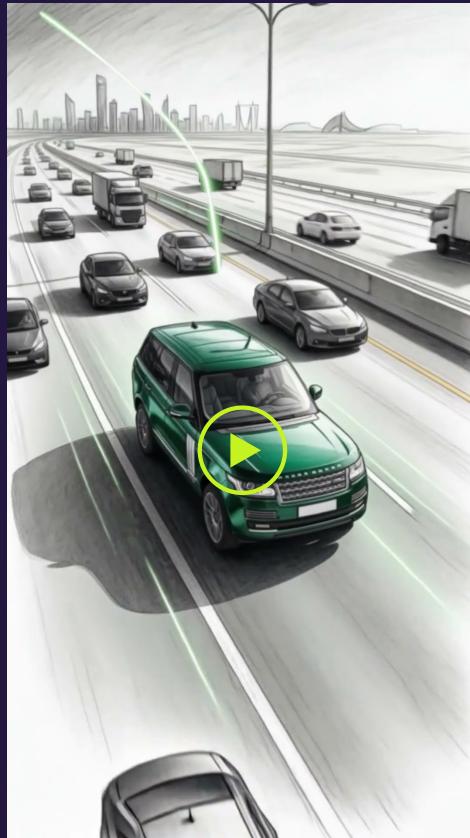
Live music, lights and crowds. Every card is clickable — tap to watch on YouTube.



CASE STUDY · REELS & SHORTS

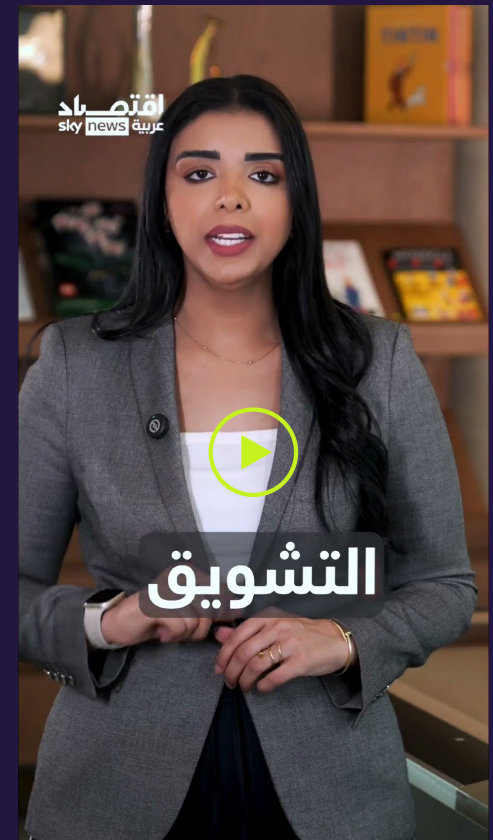
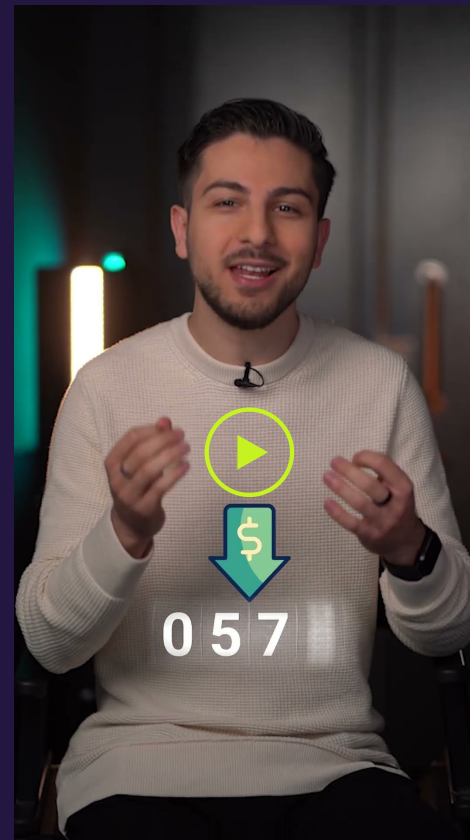
Reels & shorts — press play

Sixteen platform-native vertical videos. Every card is clickable — tap to watch.



Reels & shorts — continued

Reels built for reach — tap any card to watch.



Reels & shorts — continued

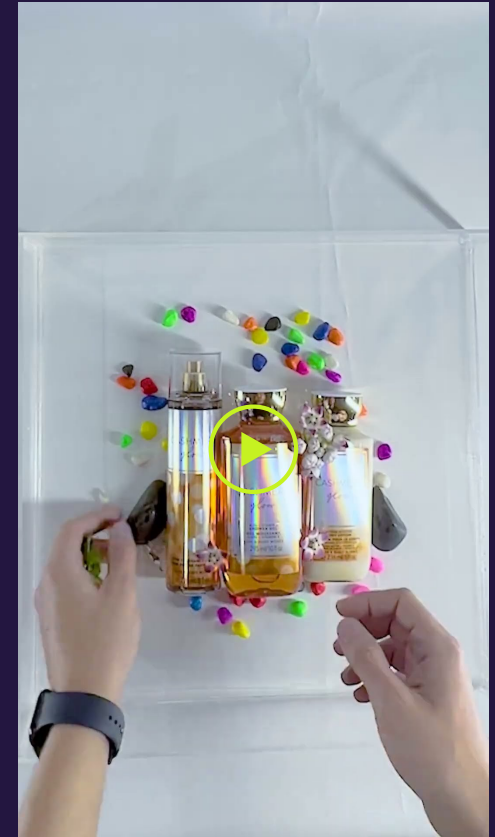
More scroll-stopping vertical cuts.



CASE STUDY · REELS & SHORTS

Reels & shorts — continued

The final four from the reels feed — tap any card to watch.



OUR CLIENTS

Brands we've amplified



Ready to build for growth?



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